

New Opportunities

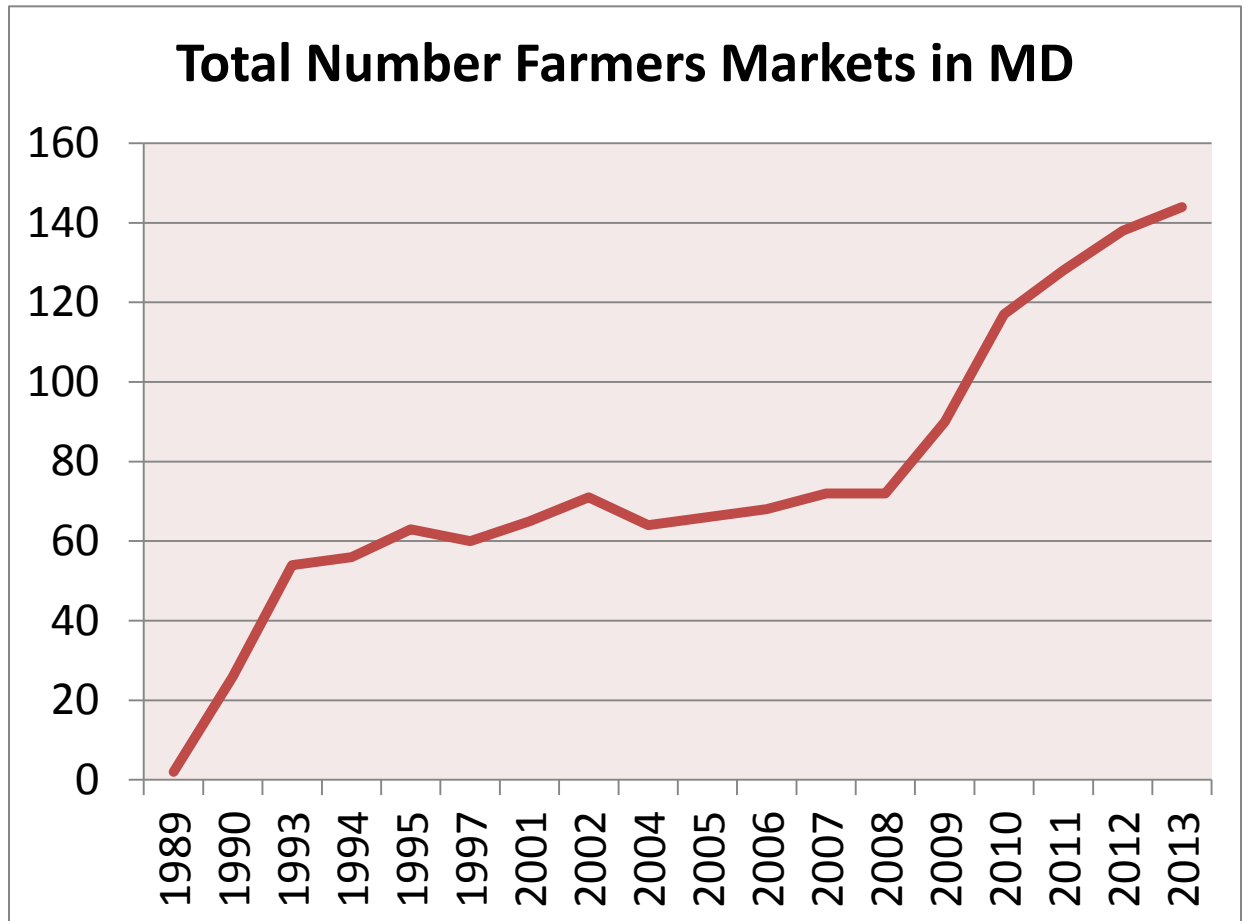
Presentation for MDA FM Conference

March 2014

By: Amy Crone, Executive Director

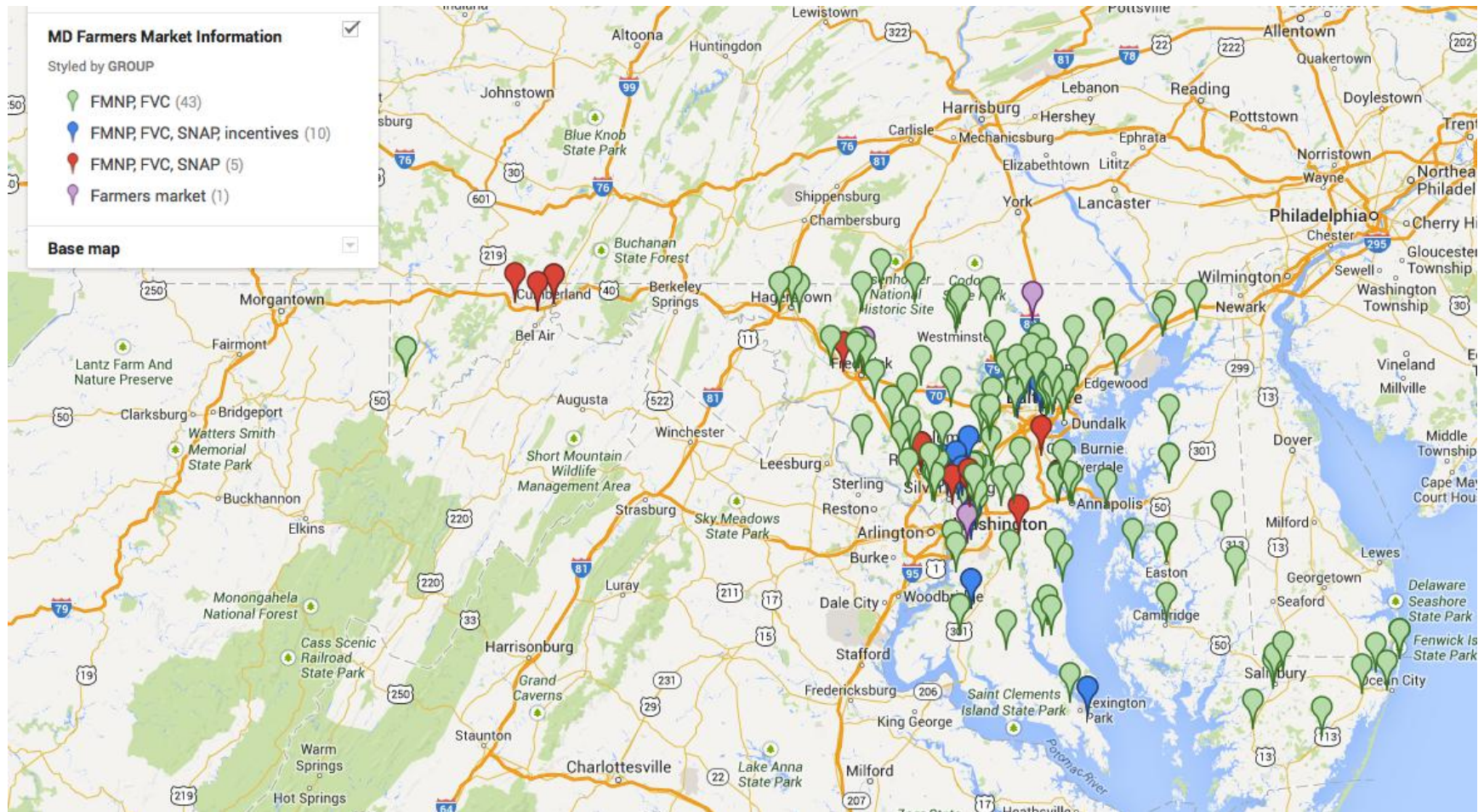


Growth of Maryland Farmers' Markets



- Increase of 55 % in last five years
- 144 farmers markets in Maryland in 2013

Map of Maryland Farmers Markets





Maryland Farmers Market Association

- 501(c)3 nonprofit intended to be a one-stop-shop for everything related to farmers markets
- New website, including a “find your own permit” tool
- Now accepting membership
- Insurance program for markets and vendors in 2014
- Will continue work of [Eat Fresh Maryland Network](http://www.eatfreshmd.org)

www.marylandfma.org



- Eat Fresh Maryland: new statewide incentive program
- Technical Assistance: SNAP-EBT at market, starting a market, audits, marketing & more
- Insurance program for markets *and* vendors
- Market to Mealttime: nutrition education, collaboration, volunteer recruitment & database
- Tools to find regulations & markets

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Amy Crone
Michele Levy
Sarah Niskanen
Tameka Lance

- Established in 2010
- Goal to increase redemption of federal nutrition benefit programs at MD farmers markets
- Over 30+ members – markets, nonprofits, government agencies
- Transitioning to program of MD FMA
- Increasing food access & sales for farmers
- In 2013, partner markets had more than \$100,000 in sales to low-income shoppers & more than \$250,000 in overall sales
- Maryland Market Money launch





- Statewide incentive program
- Operating in Baltimore City (formerly Baltimore Bucks), Prince George's & Montgomery Counties
- JFX pilot of electronic incentives
- Contact Sarah Niskanen if interested in participating
- After receive MOU will confirm amounts available per market

Maryland Market Money

MD FMA

Membership - Benefits

- **Education:** opportunities such as workshops, trainings and meetings
- **Community:** joining a group of dedicated farmers market advocates
- **Marketing:** use of logo on website and print materials
- **Advocacy:** be part of a voice on policy issues that directly affect farmers, markets, and food lovers
- **Collaboration:** a chance to network with peers facing similar challenges and working towards shared goals
- **Assistance:** technical support on issues from starting a market to federal nutrition benefits acceptance at markets to tips on cooking from your local market



Membership Benefits by Group

Group	Level	Annual Fee	Benefits
Markets	Association (2 or more markets)	\$250	
	Large Market (50+ vendors)	\$200	<ul style="list-style-type: none"> • Promotion of your farmers market and online listing customized for your market • Shared calendar of market events • Opportunity to participate in the Eat Fresh Maryland Network and statewide incentive program Maryland Market Money • Access to volunteer database • FREE joint membership in the Farmers Market Coalition • Insurance: opportunity to utilize general liability program for farmers markets • Service: opportunity to serve and vote on the MDFMA Board of Directors and committees
	Medium Market (25 - 49 vendors)	\$150	
	Small Market (10 - 24 vendors)	\$100	
	Micro Market (New and <9 vendors)	\$75	
Farmers & Vendors	Farmers / Vendors at Member Markets	\$30	<ul style="list-style-type: none"> • Promotion of your farm or market-based business • Shared calendar of market events • Opportunity to take advantage of promotional and marketing materials • Insurance: general liability program for farmers market farmers/vendors • Service: opportunity to serve and vote on the MDFMA Board of Directors and committees • Optional joint membership with FutureHarvest CASA
	Farmers / Vendors at Non- Member Markets	\$50	
Food Lover	Organization / Business	\$100	<ul style="list-style-type: none"> • Promotion of your support of farmers markets • Opportunity to partner on events and volunteer opportunities • Partnership with state, local, and non-profit agencies and organizations in support of farmers markets, farmers, and consumers
	Local Food Lover	\$30	<ul style="list-style-type: none"> • First-choice access to volunteer opportunities and events • Newsletter with tips on maximizing your local food purchases
	Lifetime Friend	\$1,000	<ul style="list-style-type: none"> • Celebration of your commitment in marketing materials, opportunities, and events. • Discounted prices for all ticketed events

Sponsors & Partners

- Kaiser Permanente
- FutureHarvest CASA
- Crossroads Community Food Network
- Maryland Hunger Solutions
- Family League of Baltimore
- Baltimore Office of Promotion and Arts
- Baltimore City Office of Sustainability
- Maryland Department of Agriculture
- Maryland Department of Health & Mental Hygiene

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NAFMNP - MarketLink



MarketLink™ is a program of the National Association of Farmers Market Nutrition Programs (NAFMNP) launched in 2013 to connect farmers, markets, and consumers through technology. The United States Department of Agriculture (USDA) set a goal to increase the acceptance of the Supplemental Nutrition Assistance Program (SNAP, formerly known as Food Stamps) at farmers markets nationwide, and awarded a contract to NAFMNP to work towards this end. The MarketLink program was developed out of this collaboration. MarketLink™ is an innovative solution that will help farmers grow their business, markets increase their customer base, and shoppers increase their consumption of fresh produce.

**CLICK HERE TO SEE IF YOU
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EQUIPMENT**

MarketLink™. Technology that works for farmers, markets, and consumers.



Market LinkTM
Technology that works for farmers, markets, and consumers

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Complete
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Assessment

2.
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from USDA

3.
Complete
your
WorldPay
(CPA)



Sign Up Day – April 3rd at MDA

